Permit #S00081111

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00081111 **Type of Permit:** STILL **Release Date:** 07/02/2014

Production Company	LULULEMON ATHLETICA	**Producer**	Hayley McKenzie
Insured Company Name	LULULEMON ATHLETICA	**Director**	Brenden Meadows
Contact Phone No. 1	818-241-3251	**1st AD**	na na
Contact Phone No. 2		**Production Manager**	na na
Fax		**FilmL.A. Coordinator**	Brian Palmert
Address	400-1818 CORNWALL AVENUE VANCOUVER, BRITISH COLUMBIA V6J1C7	**Location Manager**	Hayley McKenzie
		Primary Phone	Mobile - 604-363-0210
Production Title	BACK TO SCHOOL	Secondary Phone	
Type of Production	Still Photo	**Location Assistant**	NA NA
		Primary Phone	Mobile - 000-000-0000
		Secondary Phone	

Fees

FILMLA STILL APPLICATION FEE	$60.00	**Total Permit Fee**	$293.06
SANTA MONICA STILL PHOTO APPLICATION FEE	$105.06	**Number of Locations**	1
SANTA MONICA BEACH STILL PHOTO LOCATION FEE	$128.00		

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Summary Information — Location

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Production Company LULULEMON ATHLETICA
Insured Company LULULEMON ATHLETICA
Production Title BACK TO SCHOOL

Location Manager Hayley McKenzie
Primary Phone Mobile - 604-363-0210
Secondary Phone

Location Address SANTA MONICA BEACH (EXCLUDING PIER), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

Film Dates 7/7/2014 - 7/7/2014 13:00 - 21:00 1 day

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Lululemon.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2

Personnel on Location

Type	Quantity
Cast	4
Crew	4

Filming Activities Equipment on sand; Exterior models against scenery; North side of Pier;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Location Notes **SANTA MONICA BEACH SUMMER RESTRICTIONS - 5/17/14 THRU 9/1/14**
*No filming at the beach on weekends - still and motion
*The bike path cannot be used for filming from Memorial Day weekend through Labor Day weekend.
*Filming on Ocean Front Walk will be permitted on a case-by-case basis, discuss with Debbie Braley prior to sending permit.
*Filming is not allowed on beaches or beach parking lots on Memorial Day, July 4th or Labor Day weekends.
*Please keep in mind that the Twilight Concert Series will take place every Thursday at 7pm starting on July 10th these concerts can attract a couple thousand people to the pier and the beach. Sound checks usually occur much earlier in the day and can impact productions recording sound.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Debbie Braley

Coordinator Note NO WATER ACTIVITY

Coordinator Note NO SANTA MONICA POLICE OFFICER REQUIRED

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Permit Number	S00081111	**Location Manager**	Hayley McKenzie
Production Company	LULULEMON ATHLETICA	Primary Phone	Mobile - 604-363-0210
Insured Company	LULULEMON ATHLETICA	Secondary Phone	
Production Title	BACK TO SCHOOL		

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of lululemon athletica ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: June 26, 2014

lululemon athletica (ivivva)
Name of Principal

By: H. MacKenzie
Representative's Signature

Hayley MacKenzie
Print Representative's Name

Producer / Photo Coordinator
Representative's title

400-1818 Cornwall Avenue
Vancouver BC V6J 1C7
Principal's Address

604-732-6124 or 604-363-0210
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT